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# Magenta TV Operates Faster and More Efficiently with Vantage

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Magenta TV is a leading full-service post-production facility in Germany's Rhine-Main region. For over 30 years, Magenta TV has provided video and film technical services to clients that include broadcast stations, production companies, and the film industry.

As a full-service facility, Magenta TV must support a number of devices and formats to address a variety of client needs. These include a wide range of VTR deck formats for capture and playout, conversion tools, color grading, and several editing systems.

In 2012 the company was looking for a file-based encoding solution that could be used in combination with its storage area network and independently of its editing suites to create, convert and deliver a wide range of file formats and easily move content between systems.

Magenta TV selected Telestream's Vantage transcoding and workflow automation server software because it provides the centralized system the company needed to automatically process a variety of high-volume encoding tasks outside of its editing suites. In addition, Vantage provides the speed and flexibility they needed to easily support and process media between a wide range of systems and formats. The system was purchased from Neterium, who helped with the workflow design.

"With Telestream Vantage we can operate faster and more efficiently with greater flexibility and perfect results," said Andreas Statzner, General Manager at Magenta TV. "Vantage allows us to encode and process our media independently of the edit suites, so that our editors can focus on what they do best, which is editing, rather than encoding."



Sven Hass, operator at Magenta TV, transfers files to Vantage for faster, more efficient transcoding and video processing.

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Vantage is used in conjunction with Magenta TV's storage area network to easily create, convert, and deliver a wide range of file formats between different systems. These include several Avid systems, a Snell Alchemist, Lynx PVD 5660, and Nucoda Film Master for color grading.

Vantage captures content from the editing systems, aligns audio tracks, exports AAF files, and automatically processes the encoded files for VOD, archive, and delivery.

Apple ProRes HD files are converted into low-resolution formats for web purposes, and Avid QuickTime reference files are linked with metadata and encoded into low-res formats with integrated timecode for sound-editing at external studios.

“Final grading is transferred directly to the Vantage system,” adds Statzner. “With quick encoded preview files our clients are able to get an impression of the grading, even if the client is not in house. For final mastering, we are able to produce HDCAM SR master tapes as well as MXF master files encoded with Vantage.”

**Learn more**

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